

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Wednesday, April 27, 2016
5:00 PM

Minutes

Present: Chair Toni Moran, Riley Hasson, Shawn Kornegay, Betsy Paterson, Kristin Schwab, and James Watt

Staff: Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 5:04 PM.

2. Public comment

There was no public comment.

3. Approval of Minutes from March 23, 2016

The Minutes were approved by consensus.

4. Update and discussion of the Pup Crawl

Ms. Moran said she would like to evaluate each event and discuss how they fit with the Partnership's mission and the Committee's charge as well as determine target audiences for each.

Kathleen Paterson provided a brief overview of the Pup Crawl.

James Watt said he thought everyone should sign in and provide email addresses in an effort to increase the Partnership's contact list.

The Committee discussed reasonable attendance goals and set a target of 20 dogs, with the assumption that each dog arrives with at least one person.

Ms. K. Paterson noted that the October Pup Crawl will be featured in The Last Green Valley's Walktober calendar.

5. Update and discussion of Moonlight Movies

Ms. K. Paterson provided a brief update on the plans for the new outdoor movie series. She asked Committee members to volunteer at the events. She also asked for feedback with regards to a rain date.

Betsy Paterson commented that the movie series will reach a different community segment than the Pup Crawl or concerts.

Ms. Moran suggested the following goals for the movie series: 1) Cover the cost of the event; 2) greater business participation; and 3) 200 people in attendance at each movie.

Mr. Watt added that 25 new emails should be collected at each movie.

(Kristin Schwab arrived at 5:30 PM.)

Ms. Paterson suggested the following Saturday as a rain date. She added that the rain date should be set first and then looking for volunteers.

6. Update and discussion of Summer Concerts on the Square

Ms. K. Paterson explained that the schedule is set and would be announced soon. She added that the website is in progress; \$17,500 in sponsorships has been secured; and the promotional efforts will begin soon. She reviewed the promotional plans which include the website, social media, press releases, email blasts, and an ad in the Summer Parks & Recreation brochure.

Shawn Kornegay suggested surveying the businesses to see if their sales increase on the day of the show.

Ms. K. Paterson noted mixed responses to previous feedback requests from businesses.

Ms. Schwab suggested contacting the businesses before the concerts start to request that they track the information and let them know a survey will be coming later in the summer.

Ms. Moran and Mr. Watt will draft a survey.

Ms. K. Paterson will email the businesses.

Ms. Moran said that the businesses should be asked for suggestions on events and promotional efforts.

Ms. Moran recapped the Committee's discussion about the concerts with the goals of 1) 300 people in attendance at each event; and 2) the series is self-funded.

7. Update and discussion of John E. Jackman Tour de Mansfield

Ms. K. Paterson explained the history of the event, with first the Town Manager's office having the lead, then Parks and Recreation, and now the Partnership. She noted that all three offices have worked on the event since its inception but that the lead has changed over the years.

Ms. Paterson noted that previously, the organizers were not concerned with goals for the event.

The Committee suggested the following goals for the event: 1) 175 participants; 2) self-funded; 3) make it a regional event; and 4) increase business participation.

Ms. Moran reiterated the importance of setting measurable targets for each event.

8. Update and discussion of Celebrate Mansfield Festival

Ms. Paterson said she is looking for more committee members to assist with this year's Festival.

Ms. Moran suggested setting goals later, once the Festival sub-committee is further along in planning.

Ms. Schwab suggested hiring a professional to do a crowd count.

Ms. Paterson asked if volunteers could do a crowd count.

Mr. Watt suggested having volunteers do a random survey of attendees.

Ms. Schwab supported the idea and suggested assigning them areas within the Festival with a goal of surveying 100 people.

9. Update on Town Square use and draft policies

Ms. Moran reported that the Town Council's ad hoc ordinance review committee has completed their review of all of the policies, which will next go to the full Town Council. She said there have been some changes but thinks the Committee will be pleased with the changes.

Ms. Paterson asked who will enforce the policies and ordinances.

Ms. K. Paterson expressed concern about the staffing requirements inherent to the policies and ordinances.

Ms. Moran noted that the street performers policy was cut because some Council members do not want to restrict such activities. She added that the policy can always be brought back to the Council for consideration.

Ms. Schwab said that the businesses need to be informed about the policies and ordinances once they are passed.

10. Adjourn

Ms. Paterson moved to adjourn. Ms. Kornegay seconded the motion.

The meeting adjourned at 6:15 PM.

Minutes prepared by Kathleen M. Paterson